



BBC Audience Information

Context & Glossary (Document 2)

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Introduction

This document sets out the context for all the key metrics for each area covering:

Pan-BBC Reach and Quality Measures

TV Reach and Quality Measures

Radio Reach and Quality Measures

Digital Media Reach and Quality Measures

Pan-BBC View

Pan-BBC Reach

How many people consume BBC Services each week?

This data is taken from the BBC's Cross Media Insight Survey (CMI) independently ran by an independent research agency, GfK NOP Media, for the BBC. It covers watching BBC TV channels, tuning into BBC Radio services going online to access BBC websites or catch up on programmes via BBC iPlayer, accessing Red Button and mobile content.

Pan-BBC Quality Measures

The Public's General Impression of the BBC

As well as measuring how many people consume BBC services, it is important to understand the way in which people feel about the organisation. This is measured on a monthly basis via a bespoke survey run by an independent research agency, Kantar Media. A representative sample of the UK public is asked to give the BBC a score out of 10 (not just for the programmes, but the sort of organisation the BBC is and the way it goes about providing a public broadcasting service). This measure is called the General Impression of the BBC.

The Public's Perception of the Overall Quality of the BBC

As well as asking the public to give their overall impression of the BBC, they are also asked to rate the quality of the programmes and services that the BBC provides and whether they think the BBC is good at coming up with fresh and new ideas. They give a score out of 10 where 1 equals strongly disagree and 10 equals strongly agree. This is one of the ways in which the BBC monitors its objective to increase the quality and distinctiveness of its output.

BBC TV Reach

Average Weekly Reach and Average Weekly Time Spent per User

Television viewing in the UK is measured via BARB (see Appendix for more detail) and is based on the UK population aged 4+ watching for 15 minutes consecutively (unless stated otherwise). The data table also shows the average length of time that users to a service spend with the service (time spent per user).

Certain BBC television channels (BBC Three, CBBC and CBeebies) have specified target audiences, and the data tables show the performance of those channels amongst those target audiences. For example, BBC Three is targeted at 16-34 year olds. The target audience of CBeebies is 0-6 year olds. As BARB measures 4+ year olds only, the CBeebies target audience's viewing is captured by measuring the viewing of 4-6 year-olds and housewives with children up to 3 years old.

BBC TV Quality Measures

Appreciation Index (AI)

The AI (or Appreciation Index) is the main currency inside the BBC for measuring how much the audience appreciates and enjoys BBC programmes. The Appreciation scores are collected via the 'Pulse' panel; an online panel of 19,000 adults aged 16+ (representative of the UK) run by an independent research agency GfK. The panel enables the BBC to collect over 5,000 responses a day on TV and Radio programmes (for an explanation of how AIs are calculated see Pulse in Appendix on p. 13).

AI Data

The BBC now holds over five years of AI data from this panel (and has experience of this currency going back to the early days of television) which has enabled the organisation to build up robust benchmarks along with a good understanding of what makes for a good or bad score. Following an extensive study undertaken by the BBC into how people score programmes and what variables help to make up an AI score, it was found that one of the leading factors in determining an AI score was whether a programme was deemed to be "high quality". Other factors such as the amount of effort people take to view the programme or whether viewers found it entertaining were also important. The AI score is now the lead metric in assessing programme quality within the BBC. This said, although it is the lead metric it is not the only benchmark for quality, the BBC uses a number of other tools alongside AI such as whether the programmes are different from other TV programmes in the market, whether they are fresh and new or, in the case of factual programmes, whether the viewers learnt anything from it. AI scores are also judged in the context of the type of programme it is and whether it is a new or established programme - in fact, there are many factors that can influence AI scores and it is important to understand the context of these scores in order to interpret them confidently.

The main factors that affect the AI score

- **Type of programme** – different types of programmes achieve different levels of scores. For example a score for a sport programme on TV can sometimes be dependent on whether or not you support the team that won or lost. In addition, scores can vary according to whether the programme is new or long running, for example, new comedy typically starts with a lower average score as viewers become accustomed to the characters/sketches and this then tends to increase over time.
- **Changes in the TV market** – the introduction of expanded choice via digital TV, introduction of HD and the ability to watch what you want when you want via PVRs such as Sky Plus and catch-up services such as BBC iPlayer, has been helping to drive up the quality of the experience and hence, AI scores. For example, people typically give programmes that they have recorded or have watched in HD a higher score than the same programme watched live or in standard definition. This explains why BBC HD has a higher average AI score than other channels.
- **Size of Audience** – niche, targeted programming, even though attracting a limited number of viewers, can often score very highly, as it is actively chosen and appreciated by the viewer; programming aimed at a wider audience, attracting incidental viewers as well as those keen to see the programme, may score lower as it is scored by a wider, more varied group of people. This explains why BBC Three and Four have higher average AI scores than BBC One.

Distinctiveness

As well as asking how much viewers enjoy the programme, the BBC also asks a range of other questions such as whether they feel that the programme is “fresh and new” or “original and different” to other programmes they have seen. This is one of the ways in which the BBC assesses its performance against one of its key objectives of “Distinctiveness” across different media platforms.

BBC Radio

BBC Radio Reach

Average Weekly Reach and Average Weekly Time Spent per User

Radio listening in the UK is measured via the RAJAR Survey (see Appendix for more detail). Like television, the BBC Radio stations operate as a portfolio offering (that is each station is targeted at different demographics) therefore it is important to understand how the BBC Radio stations perform amongst their target audience.

BBC Radio Quality Measures

Appreciation Index (AI)

As well as capturing Appreciation Scores (AI) for television programmes, the BBC's "Pulse" survey also collects AI scores for a range of radio services and uses the same methodology as TV (see Appendix for more detail).

The majority of radio programmes tend to be long running formats, which do not vary very much from one day to the next; for example breakfast shows, drive time etc. Therefore Radio can score differently to TV and the scores typically experience less variation from one reporting period to the next.

Factors that affect AI scores for radio

Like television "high quality" is found to be one of the leading factors in determining an AI score for radio programmes. Other factors such as the presenters; and to what extent the programme is entertaining are also important. Choice of music and quality of discussion are also important factors, although to a lesser extent.

Owing to the quite considerable difference in output from one radio station to the next, and the fact that they are aimed at different audiences, it is not advisable to compare AI scores between radio stations.

Distinctiveness

The BBC also collects responses on whether listeners feel that the radio programmes they listen to are "original and different from most other radio programmes they listen to". Although still measuring distinctiveness, this is a slightly different metric from television. This is owing to the fact that more radio programmes tend to be long running therefore the phrase "new" is not relevant to many radio programmes. BBC Radio therefore uses the attribute "original and different".

Digital Media Services

BBC Digital Media Services Reach

How does the BBC measure reach of BBC digital media services?

Unlike Television and Radio, there is no industry standard for online measurement within the UK; therefore the BBC uses a wide range of sources to assess performance of BBC Online.

The number of people consuming BBC digital media services (BBC Online and Red Button) is measured via bespoke surveys - in which people are asked which services they have used within a week.

Time spent Online is not included due to the lack of an industry standard and a consistent methodology for online measurement. Further detail on sources and methodologies can be found in the Appendix.

BBC Digital Media Services: Quality & Distinctiveness

How do people rate the quality and distinctiveness of BBC Digital Media Services?

Like television and radio, the quality of BBC Digital Media services is measured using an AI score, or Appreciation Index. The data is collected via a different method and survey compared to TV and Radio in order to meet our sampling requirements on digital media platforms. For detail on the methodologies and questions asked, please see the Appendix.

Like radio, the distinctiveness of BBC Online is measured using an 'Original and Different' score.

Glossary

Agree %- a net per cent of people who agreed strongly or agreed slightly to a survey statement

AI- AI stands for Appreciation Index. It is the BBC's lead quality measure. For more information see Appendix p.13. As a convention allowing to look at the scores out of 100, the average of all these marks out of 10 for a programme or channel is multiplied by 10. This gives an Appreciation score or an AI. For example, when aggregating scores for all programmes together for BBC TV we get an average score of 8.2, which gives us an AI of 82.

British Asians under 35- this target group is defined as audiences of Asian Indian, Asian Pakistani, Asian Bangladeshi, Asian British or other Asian origin, being 35 years old or less.

CBeebies target audience- it is defined as children 0-6. However, as BARB measures viewers 4+ years old, it is measured as a viewing behaviour of children 4-6 and housewives with 0-3 children. A housewife is defined as the member of the household who is solely or mainly responsible for the household duties/the weekly shop. A housewife may be female or male and there could only be one 'housewife' per household. Housewives with children aged 0-3 are housewives who live in a household in which a child under the age of 3 also lives.

Fresh and New (TV) - a metric that is based on a Pulse survey statement asked at an individual programme level as follows "this programme felt fresh and new". For more details on Pulse please see the Appendix. Programme scores are aggregated to give an overall channel score.

General Impression of the BBC- a metric based on a BBC Tracking Survey question "Thinking about the BBC as a whole - not just the programmes, but the sort of organisation the BBC is and the way it goes about providing a public broadcasting service, overall, what do you think of the BBC? On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, please tell me your general impression of the BBC."

High Quality (Pan-BBC) - this Pan-BBC measure relates to survey statements: "The BBC has high quality programmes and services", "The BBC maintains high standards of quality", and "I think that the BBC is good at coming up with fresh and new ideas".

Mean - an arithmetic average, calculated by adding the figures and dividing them by their number.

Original and Different (Online) - this metric is based on an Online Quality Survey's statement: "The site feels original and different from most other websites I've seen". Programme scores are aggregated to give an overall channel score.

Original and Different (Radio) - a metric that is based on a Pulse survey statement "This programme felt original and different from most other radio programmes I have listened to". For more details on Pulse please see the Appendix. Programme scores are aggregated to give an overall channel score.

Pulse (See Appendix, p.13)

Reach

- Pan BBC Average Weekly Reach – per cent (Average Weekly Reach %) or number (Average Weekly Reach millions) of adults who have consumed at least 15 minutes of any BBC content in a week. Measured via the BBC's Cross Media Insight Survey (see Appendix).
- BBC TV Average Weekly Reach – number (average weekly reach millions) or per cent (average weekly reach %) of people who viewed the channel. Measured via BARB (see Appendix).
- 3min Reach vs. 15min Reach – There are various ways of defining the amount of viewing an individual must have done in order to be counted as having been "reached". The industry standard definition is for this to be at least 3 consecutive minutes however, BBC tends to look at 15 consecutive minutes to calculate its reach (with an exception of the BBC News channel and BBC Parliament for which 3min consecutive reach is used).
- BBC Radio Average Weekly Reach – the number of people aged 15+ who tune to a radio station within at least one 15 minute period over the course of a week. Survey respondents are instructed to fill in a quarter-hour only if they have listened to the station for at least 5 minutes within that quarter-hour. Between 24:00-06:00, listening is recorded in half-hour periods. Measured via RAJAR (see Appendix).

Target Audience- target audience for each channel and station is outlined by Statements of Programme Policy (more information at <http://www.bbc.co.uk/aboutthebbc/statements2010/>)

Time spent per head – (Average weekly time spent per head of population) the average length of time that a person spends using the BBC in a week. This is calculated by dividing the total weekly hours consumed by all UK adult population size.

Time spent per user – (Average weekly time spent per user of a service) the average length of time that users to a service spend with the service.

TSA- Total Survey Area, the area within which a station's audience is measured. This is defined by the station using postcode districts as building blocks.

Appendix

Measurement Sources: Industry Standards

BARB

BARB (Broadcasters' Audience Research Board) is the organisation responsible for providing the official measurement of UK television audiences. BARB provides many different viewing statistics, including which channels and programmes are being watched, when they are watched and the type of people who are viewing at any one time. The BARB system is based on a panel of television owning private homes throughout the UK designed to represent the viewing behaviour of the whole UK population. The panel is selected to be representative of each ITV and BBC region, with pre-determined sample sizes. There are around 5,100 homes in total on the panel - around 11,300 individuals aged 16+. TV viewing is measured and reported every single day. Within each BARB home there is a meter - all panel household members aged 16+ (and their guests) register their presence, by the press of a button, when in a room with a TV set on. They then de-register their presence when they leave the room. All data is then downloaded overnight and loaded into databases the following morning so all subscribers can access the data. BARB currently measures over 250 TV channels available in the UK, viewing to non BARB reported channels is still captured (although not reported individually) and is included in overall TV viewing.

RAJAR

RAJAR (Radio Joint Audience Research) is the official body in charge of measuring radio audiences in the UK. It is jointly owned by the BBC and the RadioCentre (on behalf of the commercial sector). There are currently approximately 320 individual stations on the survey, including 55 BBC Radio Stations and results are published every quarter.

RAJAR interviews approximately 110,000 adults 15+ per year (plus roughly 4,000 children between 10 and 15 years of age) over 50 weeks (the Christmas and New Year holiday period is excluded from fieldwork). RAJAR operates a "sweep" rather than a panel; that is respondents only participate for one week. They complete a one-week diary, populated with all the stations they listen to, and record any radio listening for at least 5 minutes in quarter-hour time blocks.

Cross Media Measurement

CMI

Cross-Media Insight (CMI) is a BBC survey designed to look at consumption across a wide range of media, including television, radio and online. The survey is designed to be a single-source measurement system to sit alongside industry measurement sources such as BARB (television) and RAJAR (Radio). It has been running since March 2008 and is administered by GfK.

CMI is a weekly survey of 650 respondents, 500 of whom are on-line and 150 who are recruited offline so the total sample is designed to be representative of the UK by age, sex, social grade and region. In addition, the results are weighted to known proportions in the population so that the results are reliable at a total level and are not subject to sampling fluctuations.

Each respondent answers the CMI survey for a week – they fill in a daily questionnaire which identifies the TV programmes they have watched, the radio stations they have listened to and the websites they have visited across a wide range of channels, both BBC and non-BBC. In addition, at the end of the week, they are asked questions about various other media consumption such as red button usage, mobile usage and viewing of TV through websites such as YouTube.

Pan-BBC Measurement

The BBC Brand and Reputation Tracking Survey

The BBC Brand and Reputation Tracking Survey is a BBC survey for measuring the public's overall awareness and perceptions of the BBC and its competitors. Around 1,000 adults (15+) are interviewed each month through an in-home face-to-face survey with the sample recruited and weighted to be representative of the UK population by age, sex, social grade and region. Additional interviews take place in Scotland, Wales and Northern Ireland to ensure robust sample sizes in these Nations. The survey has been running since 1999 and is administered by Kantar Media.

Each respondent answers a wide range of questions relating to their awareness, usage and opinions of key BBC and competitor services.

Pulse

Daily Pulse (Pulse) is a continuous BBC survey designed to assess what audiences think of the programmes they have seen on TV and listened to on the radio on a daily basis. It is an online survey, recruited and administered online by GfK and has been running since 2005. Key Pulse measures include the Appreciation Index and programme ratings for quality and distinctiveness.

The Pulse is a panel of around 20,000 people who are invited to complete a survey every day to say what they have watched and listened to and what they thought of each programme. Pulse measures a wide range of BBC and competitor stations.

The daily reporting panel is weighted for age, social grade, sex, presence of children, region and the household digital type on a daily basis to ensure it is representative of the UK as a whole.

The main Pulse measure is the AI or Appreciation Index – respondents are asked to mark out of 10 each of the programmes they watched or listened to the previous day, where 10 is the highest score and 1 the lowest. The average of all these marks out of 10 for a programme is then multiplied by 10 to give an Appreciation score (AI). For example, when aggregating scores for all programmes together for BBC TV we get an average score of 8.2, which gives us an AI of 82.

Additional measures include ratings for the quality and distinctiveness of the programmes.

Digital Measurement

Mobile Quality Survey

The Mobile Quality Score is an Appreciation Index derived from a bespoke monthly survey of mobile internet users carried out by an independent research agency called Brand Driver. The survey carries 400 interviews per month - 300 online and 100 via telephone. A mobile internet user is classified as someone who has accessed the internet on their mobile in the last month.

Online Quality Survey

The BBC Online Quality Survey is a pop-up survey which is served on a continuous basis to BBC websites. The survey is carried out by an independent research agency called e-Digital and provides the key online quality measure AI as well as other quality drivers such as: ease of use, appearance, trust, relevance and up-to-date. It also delivers the BBC Online distinctiveness measure 'original and different'. The survey covers up to 400 websites and samples around 150,000 per quarter.